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METHOD FOR COLLECTING FINAL CONSUMER'S PURCHASING INFORMATION

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ABSTRACT

PURPOSE: To utilize the subject method for the guide of a new commodity or the like by delivering a premium seal to which a **bar code** expressing commodity information is given to a consumer, reading out the **bar code** imparted to the premium seal corresponding to the sent number of points and using the commodity information and personal information as a **database** and analyzing the information such as the sale and inclination of a specific commodity.

CONSTITUTION: A final consumer collects premium seals up to the prescribed number of points, sticks the seals to an application sheet or the like and sends the form to an information collecting trader or the like. In addition to an address, a name, sex, and age, family constitution, interests, etc., are written in the application sheet. A part of the description columns for these information can be constituted of a mark- sheet form so as to easily execute computer processing. The information collecting trader registers personal information in an electronic computer, reads out **bar codes** from seals and stores also the read information in a storage device. The computer automatically executes the issuing processing of a premium such as a merchandise **coupon** and a travel **coupon** corresponding to the number of points of the seals, records the issuing date, analyzes the commodity information to classify a personal commodity purchasing tendency.